



COMUNIDADES LATINAS  
UNIDAS EN SERVICIO

### **Comunidades Latinas Unidas En Servicio - CLUES**

**PRESS RELEASE:** CLUES Hosts its 2009 Job Fair and Community Resource Expo

**For Immediate Release:**

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**Monday, October 5, 2009** – In a blaze of suits and ties, a bevy of job seekers flocked to the Comunidades Latinas Unidas En Servicio (CLUES) Job Fair and Community Resource Expo on Wednesday, September 30<sup>th</sup> from 10:30 a.m.- 3:30 p.m. at the Saint Paul RiverCentre in Downtown Saint Paul in order to search for jobs, benefits, and explore career growth.

The Mexican Consulate of St. Paul in Minnesota was a partner of the Expo, and BlueCross BlueShield of Minnesota and Medica generously sponsored the CLUES-hosted event. The Job Fair and Community Resource Expo allowed over 500 diverse jobseekers to learn about the hiring process of many major companies, financial institutions and businesses headquartered or with offices in Minnesota by meeting face-to-face with recruiters looking to diversify their workforce. Attendees also had the opportunity to connect with organizations and community resources showcasing their services available. Indeed, agency exhibitors answered questions about child care, financial counseling, food support, health care, and transportation, among other things.

Before job seekers crossed the threshold of the exhibition hall, exhibitors participated in a networking breakfast in which CLUES President Jesse Bethke Gomez opened the day by welcoming all of the honored exhibitors and thanking them for their thoughtful support and participation in the Expo. He then broached several talking points, including the importance of cultural diversity in the workplace and how it utilizes our country's skills to the fullest; how diversity brings cultural sensitivity and awareness of the fastest growing market segment in the nation; how a more multicultural workforce benefits companies by offering diverse opinions and views; and finally, how increasing diversity helps to reflect the customer base. Mr. Bethke Gomez soon after introduced three speakers from within the Latino community in Minnesota, who presented on these talking points in turn and highlighted how building up a diverse workforce allows companies to provide new perspectives to the community, giving them a competitive advantage in the globalized marketplace. Presenters included Keynote Speaker Honorable Head Consul of Mexico in St. Paul, Ana Luisa Fajer Flores; Luz Maria Frias, Director of Human Rights and Equal Economic Opportunity Department of the City of St. Paul, and formerly External Affairs Director for St. Paul Mayor, Chris Coleman; and Adriana Martinez, Airlines Consultant for Unisys Corporation, and Licensed Real Estate agent with Coldwell Banker Burnett.

In the late morning and early afternoon at the Expo, job seekers also had the opportunity to participate in a workshop entitled, Change Your Stripes!<sup>TM</sup> Stand out from the Herd!, which was hosted by Catherine Byers Breet. Ms. Byers Breet, Job Coach Specialist of ARBEZ<sup>TM</sup>, taught job seekers three simple tricks they can use to make a great first impression, and get the job they want in a faster and easier manner. Following the Expo, the Latino Roundtable sponsored a Latino networking event in a nearby room at the Saint Paul RiverCentre.

Hillary Van Wyngereen, Job Developer of CLUES, stated, “The Expo provides companies, agencies, and job seekers a single place to discover what opportunities are available, as well as talk to people who are actually hiring and offering community resources. This event has proven to be a success in years past, and continues to be so today.”

CLUES is in its twenty-eighth year of service to the community. The agency provides a family-centric coordinated care model of linguistically appropriate and culturally competent behavioral health and human services to the Latino and other diverse communities in Minnesota. Its continuum of services include: Mental Health Services, Chemical Health Services, Family Services, Aging Well Services, Family Centric Community Health Promotion Services, and an Economic Advancement Services Division offering Employment Services, Education Services, as well as a Financial Empowerment Program, and Learning Together Program.

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